



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Strategic Media Services  
3299 K Street NW  
Suite 200  
Washington, DC 20007

## Contract # 339728

Schedule Dates 11/04/12-11/05/12  
Advertiser Pol/Iss/Fight for the Dream (17116)  
Agency/T-Code Strategic Media Services (1349)/958114894  
Product Political - Issue (1068)  
Brand ISS/FIGHT FOR THE DREAM (140585)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name BANCROFT, DUABE  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments FIGHT FOR THE DREAM  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 11/02/12  
Last Modified 11/02/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06402567  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,695.00  
Net Total \$9,605.00  
Sales Tax

11/02/12  
11/02/12  
Jennifer Stewart  
Yes  
06402567  
Normal

Pittsburgh (WPXI)  
By Broadcast Month  
Nov. 2012 4  
Grand Total: 4

Rate  
\$11,300.00  
\$11,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:28A- Channel 11 News 430A	1	1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	NEWS 430A-5A/1	11/2/12
2.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	11:59A- Channel 11 News At Noon	1	1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NOON NEWS/2	11/2/12
3.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5P- 5:30P (EST)	1	1							1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	NEWS 5-530P/3	11/2/12
4.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	11:30P- Channel 11 News Following Football 1130p	1							1	1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	LATE NEWS FLW FB	11/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

# Contract # 339658

Schedule Dates 11/03/12-11/06/12  
Advertiser Pol/Iss/Fight for the Dream (17116)  
Agency/T-Code Strategic Media Services (1349)/958114894  
Product Political - Issue (1068)  
Brand ISS/FIGHT FOR THE DREAM (140585)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name BANCROFT,DIANE  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments FIGHT FOR THE DREAM  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214



Strategic Media Services  
3299 K Street NW  
Suite 200  
Washington, DC 20007

Date Entered 11/01/12  
Last Modified 11/01/12  
Entered By Deb O'Keefe  
CO-OP Yes  
Headline # 06402100  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,879.50  
Net Total \$10,650.50  
Sales Tax

**Pittsburgh (WPXI)**  
By Broadcast Month  
Nov. 2012 5 \$12,530.00  
Grand Total: 5 \$12,530.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	4:58A- Channel 11 News 5am	1		1						1	\$830.00	\$830.00	Pittsburgh (WPXI)	5a News/1	11/1/12
2.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	7A- Today Show	1	1	1						2	\$1,600.00	\$3,200.00	Pittsburgh (WPXI)	TODAY SHOW 7-9A/2	11/1/12
3.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	6:59P- Jeopardy	1	1							1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	JEOP/3	11/1/12
4.0	Normal Line / Preempt	11/03/12-11/03/12	2	:30	6P- 6:30P (EST)							1			\$1,000.00		Pittsburgh (WPXI)	P/E PGM CHG/ SAT 6P NEWS/4	11/1/12
4.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Program Change/Exception	
5.0	M/G For 4.0.1 / Sports- Local Pro	11/03/12-11/03/12	5	:30	2:30P- Pitt/Nore Dame Pre Game							1		1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	PTT ND/4	11/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.